

ABBREVIATED DRESS
SANE, SAYS SETON

"Wear Less Clothing and Be-
come More Moral," Motto
of Naturalist

SAYS SHORT SKIRT IS BEST

Women's clothes and children's in-
stincts are two things that we as a
people would do well to let alone, is the
opinion of Dr. Ernest Thompson
Seton, celebrated naturalist, who is
staying at the Bellevue-Stratford this
week, while filling a vaudeville engage-
ment here.

"Sex morality," says Dr. Seton,
"has no direct relation with morals."
The naked tribes of East Africa in
their native state, are the most moral
people in the world, but always take a
downward step, morally, when com-
pelled by missionaries to wear clothing.
The shorter the dress of the female
the greater the moral influence and the
greater her tendency to health. The
costumes of the women of today are the
most sane in the history of the race
since the dawn of civilization and
since the women of the right direction. In
Turkey where more clothing is worn
by the women than in any other coun-
try on the globe, the morality of the
people is the lowest. Wear less cloth-
ing and become more moral and more
healthy is my motto."

Should Preserve Child's Instincts
Dr. Seton thinks that the child's in-
stincts should be carefully preserved
and guided, he says, "the tendency of
children to run in gangs is but a mani-
festation of a primal instinct that ex-
isted centuries ago. Many good people
are horrified at the idea of their chil-
dren being part of a gang and call on
the police to disperse them, but they
should remember that instincts are older
than ideas and on the whole a great deal
more dependable."

"The Romans had the right idea, for

the barbarian tribes or gangs with
which they came in contact were uti-
lized, but not crushed. It might be pos-
sible to appoint leaders for them, but it
soon becomes apparent that the only
real leader is the natural one that
springs up.

"Similarly the instinct to give each
other nicknames is one that is funda-
mental and must be recognized as such.
Colleges and schools may try to stop
the practice, but they are only making
hypocrites out of the boys and girls."

"There are four prime ideas that
should be inculcated in the child, phys-
ical and mental development, service and
imagination. And while all are neces-
sary, one of the most valuable of the
lot is imagination. The foreign chil-

Lacking in Observation

"The lesson of observation that one
learns in the wilds through sheer neces-
sity, is one that should be learned by
everyone. Thus in our cities the aver-
age person does not know some of the
most important and fundamental facts
about the community in which they
live. Yet we will find the same guiding
posts and marks in our cities as were
utilized to blaze our way through the
primeval forests in the years gone by."

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Every Coat has large Shawl
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Skunk, Beaver, Squirrel,
Nutria or Self-Fur. 30, 36,
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Stylish Coats with large
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Skunk, Beaver, Squirrel,
Aust. Opossum or Self-Fur.
30, 36, 40 and 45 inches long.
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**Extra Special
375.00
NAT.
RACCOON
COAT**

40 inches long.
185.00

FUR STOLE

Now
49.50 French Seal..... 29.50
49.50 Kit Coney..... 29.50
110.00 Scotch Mole-skin. 64.50
135.00 Hudson Seal..... 69.50
135.00 Taupe Nutria..... 79.50
150.00 Jap Mink..... 79.50
165.00 Natural Squirrel. 89.50
165.00 Aust. Opossum..... 94.50

Purchasing Agents' Orders Accepted

BONWIT TELLER & CO.

The Specialty Shop of Originations
CHESTNUT AT 13TH STREET

FOR FRIDAY AND SATURDAY

FINAL CLEARANCE

Prior to Regular Inventory

WOMEN'S HIGH-GRADE**COATS, WRAPS & WRAP-COATS**

Our Remaining Winter Stock, Without Reserve,
Drastically Reduced for Immediate Clearance

Separate Jackets.....	Formerly to 69.50	NOW 15.00
Coats and Wraps.....	Formerly to 69.50	NOW 35.00
Smart Winter Coats.....	Formerly to 85.00	NOW 45.00
Day Wraps & Coats.....	Formerly to 125.00	NOW 55.00
Day Wraps & Coats.....	Formerly to 165.00	NOW 85.00
Camel's Hair Coats.....	Formerly to 135.00	NOW 95.00
Day Wraps & Coats.....	Formerly to 185.00	NOW 110.00
Day Wraps & Coats.....	Formerly to 215.00	NOW 125.00
Day Wraps & Coats.....	Formerly to 235.00	NOW 150.00
Day Wraps & Coats.....	Formerly to 275.00	NOW 165.00
Day & Evening Wraps.....	Formerly to 350.00	NOW 195.00

Sizes 34 to 44

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To Close Out

HANDSOME VELVET WRAPS

Formerly Priced to 395.00
now 65.00 to 250.00

Featuring a host of styles in fur, feather and fluted silk trimming
effects. Various colorings and color combinations.

NO C. O. D.'s NO APPROVALS NO CREDITS NO EXCHANGES

STRAWBRIDGE & CLOTHIER**CLOVER DAY****A Great Many Attractive New Lots
Added for To-morrow, Friday**

The second Clover Day will attract thousands who were here to-day, and many
more besides. Every Department has in reserve many Clover Specials that could not be
handled the first day. These will take the place of lots sold out to-day—and added to the
lots in quantities sufficient for both days! There is every reason to expect the—

Second Day Will be as Busy as the First

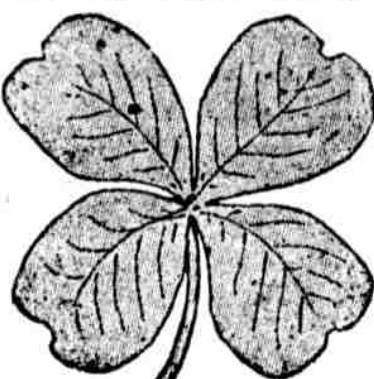
We have made great preparations—a wonderful array of seasonable merchandise
throughout the Store at far less than the regular prices—in numerous instances at
about one-half the regular prices at the beginning of the season, and in every case below
present market value—

A Great Saving on Every Item

—In the lists of Clover Specials on this page, and several hundred not printed in the
newspapers, but to be found under the Four-leaf Clover signs all over the Store. TRY TO
BE EARLY TO-MORROW. (Please remember that we cannot promise to fill telephone
orders for Clover Specials.)

FOR WOMEN

New Black and Navy Serge Dresses, now \$9
New Navy Blue Tricotine Dresses—\$14.00
Heather-mixed Worsted Jersey Suits—\$20
Plain and Heather Jersey Suits—now \$17.50
Wool Velour Coats, fur collar—now \$20.00
Velour Dolmans, some with fur collar—\$30
Blue Poplin Skirts (not all silk)—now \$4.75
Trimmed White Voile Waists—\$2 and \$2.50
Crepe Georgette Waists, suit shades—\$2.50
Royal Waists, in color effects—now \$1.95
Knee-length Russian Pony Coats, collar and
cuffs of opossum or raccoon—now \$85.00
Lovely Trimmed Spring Hats—now \$7.50
Odd Lots Flowers and Feathers—10c to 25c
Stitched Felt Sports Hats—now \$3.95
Various Fine Brassieres and Bandeaux—\$2
S. & C. Special and Warner Corsets—85c



French and Philippine Underwear Reduced
Trimmed Cambric Petticoats—95c to \$1.35
Long Cloth Night Gowns, hemstitched—\$1
Odd Lots of Creeper Drawers—\$1 to \$1.85
Gingham House Dresses, 48, 50, 52—\$2.45
Figured Flannelette Dressing Sacques—5c
Vests of Novelty Materials—now 50c
Two-clasp White French Kid Gloves—\$2.45
Two-clasp Double-silk Gloves—now \$1.00
8-button Wash Fabric Gloves—now \$1.90
Linen Handkerchiefs—now 25c each
Gray Switches and Transformations—\$3.85
Two Hundred Wool Sweaters—now \$4.50
American Taffeta (Cotton) Umbrellas—\$2.85
Extra-size Ribbed Lisle Vests, seconds—45c
Pink and white. Low neck, no sleeves.
Extra-size, Cuff-knee Cotton Drawers—50c
Ribbed Cotton Vests and Drawers—now 50c
Ribbed Cotton Union Suits—now 65c
Hand-top, flannel-knee Union Suits.
Silk-top Union Suits, \$1.75; extra sizes—\$2
In pink and white.
Full-fashioned Silk Stockings—now \$1.25
Seconds. Black, white and colors.

**Men's Suits and
Overcoats Reduced**

"Alco" and other Suits | \$24.50
at Average Half Price... |
Hart, Schaffner & Marx | \$28.00
and other Suits..... |
Men's Worsted Suits—now \$21.75
Young Men's Overcoats, near Half, \$18.50
Usters, less than Half Price, \$24.50, \$33.50
Hart, Schaffner & Marx | \$49.00
and other Fine Overcoats |
Youths' Long-trousers Suits—\$10.00

Men's Suits Made-to-measure—for \$34.50
Derby Hats—\$3.55 Fur Caps—\$3.85
Neckties—25c, 45c, 50c, 65c, up to \$1.55
Suspenders, half price—at 50c
Silk-and-cotton and Fibre Silk Shirts—\$4.95
Outing Flannel Pajamas—now \$2.00
Seamless Silk Socks—45c
Seconds. Black and colors.
Eerie Ribbed Union Suits—\$1.55
Men's Wool Vests—now \$3.75
High Shoes—\$5.25, \$6.25, \$6.95 and \$8.95

FOR BOYS

Boys' Cheviot Suits—now \$7.75
Suits, with 2 pairs of Trousers—\$13.35
Boys' Separate Trousers—now \$2.65
Velvet and Velour Hats—\$3.75
Fur Turbans—\$3.65 Cloth Caps—90c
Boys' Shirts—70c and \$1.00
Boys' V-neck Sweaters—\$6.00
Boys' Black Cotton Stockings, seconds—20c

FLOOR COVERINGS

Heavy Fibre Rugs, 9x12 feet—now \$14.75
Heavy Seamless Velvet Rugs, 9x12—\$39.50
J. & J. Dobson's Royal Wilton Rugs, 8.3x10.6,
\$62.50; 9x12, \$66.50; 11.3x12—\$95.00
China Matting—\$13.50 a roll
Printed Cork Linoleum—90c a square yard
In the Department of Lower-priced Floor
Coverings

Victory Axminster Rugs, 9x12 feet—\$39.50
"Alva" Seamless Velvets, 9x12 feet—\$38.00
Heavy Felt-base Floor Covering, 35c a sq. yd.

FABRICS, TRIMMINGS

40-inch Crepe de Chine, black, colors—\$1.95
40-inch Colored Crepe Georgette—now \$1.50
39-inch Black Satin de Luxe—now \$2.85
36-inch Navy Dress Satin de Luxe, now \$1.95
38-inch Navy Blue All-wool Taffeta—\$1.25
43-inch Navy All-wool French Serge—\$1.35
Novelty White Cotton Skirting—now 45c
White Pajama Checks—now 20c a yard
Plain Colored Cotton Suiting—32c a yard
Plain Colored Chambray—now 42c a yard
Navy Blue Cotton-and-silk Pongee—now 50c
36-inch Figured Lining Satine—now 60c

MISSES AND CHILDREN

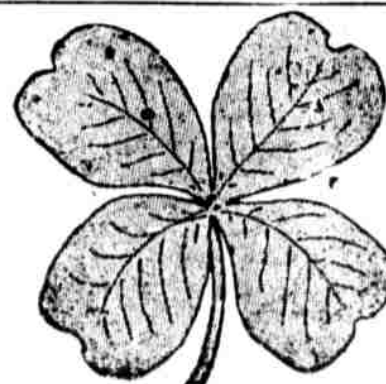
Misses' Velour and Silvertone Suits Reduced
—now \$25.00 and \$29.50
Misses' New Taffeta Silk Dresses—\$22.50
Misses' Reduced Coats & Wraps. \$25 to \$45
Boys' Straight-leg Rompers, 2 to 5 yrs.—95c
Children's Winter Headwear Reduced
Misses' Lace Shoes, many styles—now \$2.25
Children's Shaker Sweaters—now \$4.50
Children's Wool Mittens—now \$1.65 a pair
Children's Gray Drop-seat Sleeping Suits,
sizes 1 to 3—now 85c; sizes 4 to 8—now
\$1.00; sizes 10 to 12—now \$1.15

FOR THE HOME

Many pieces of FURNITURE, for every
room in the home, in a special section and
marked at half former prices.
Exchanged PIANOS and Player-Pianos
at the lowest prices for which such instru-
ments have ever been sold.

Full-size Enameled Bedsteads—now \$15.00
Odd Table Lamps and Shades at Half Price
Framed Pictures, standard subjects—\$8.00
Velour Table Scarfs (tapestry)—now \$3.50
Ivory Scrim Dutch Curtains—\$2.00 a pair
Lace-trimmed Scarfs—50c and \$1.00 each
Various Stamped Articles—25c to \$3.00
Kitchen Papers—18c a piece
Light-cut Glass Vases, 80c; Spoon Trays, 25c;
Water Sets—\$2.50
Imported Jardinieres reduced to—\$5.65
Cut Glass Footed Dishes—\$4.25
Tumbler and Tooth Brush Holders, now \$1.25
Lock-cover Galvanized Garbage Cans—\$1.10
Wrigley's Scouring Soap, 6 bars for 20c
SILVER-PLATED Vases, \$2.75; Sandwich
Trays, \$4.50; Roll Trays—\$7.00

Phonographs, used for demonstration or
slightly marred, at reduced prices.

**LINENS, BEDFURNISHINGS**

Bleached Linen Table Cloths, 72x72—\$10.00
Hemstitched Linen Towels, 15x22—\$6 a doz.
Bleached Linen Kitchen Toweling—35c a yd.
Hemstitched Damask Tray Covers—\$1.50
Gray Wool-mixed Blankets, 66x80—\$7.50 ea.
Marcellines Bed Spreads—now \$7.50
Unbleached Sheets, 63x90 inches—now \$1.35
Unbleached Sheetings—57c and 62c a yard
Striped Feather-proof Ticking—68c a yard
Striped Outing Flannel—16c and 31c a yard

MISCELLANEOUS

Fibre-covered Wardrobe Trunks—\$16.00
Fibre-covered Wardrobe Trunks—\$33.00 and
\$37.50
Stroller Go-Carts—\$8.50 Baby Yards, \$4.25
Rhinstone Bar Pins—\$3.00, \$3.50 and \$7.50
One-day Traveling Clocks, folding cases—
\$10.50
Children's Hand Bags, 85c Laundry Kits, 38c
Medicine Cases, 38c Net Shopping Bags, 15c
Leather Hand Bags—now \$1.00
S. & C. Depilatory, 37c Various Talcums, 19c
Toilet Waters and Extracts Reduced
Cabinets of White or Tinted Stationery—58c
Green Blotters, 19x24—10c
Writing Paper—20c
New Dance Folios—now 50c
Dress Shields, single-covered—now 20c a pair

STRAWBRIDGE & CLOTHIER
MARKET ST. EIGHTH ST. FILBERT ST.

Strawbridge & Clothier**FEBRUARY SALE
OF FURNITURE
STARTS TUESDAY**

Three Inspection and
Comparison Days—

FRIDAY, SATURDAY**AND MONDAY**

TO-MORROW will tell the true story of
the Furniture Sales to all who are
careful enough to make comparisons

of Furniture and
prices before buy-
ing. Secure in the
consciousness that
we have made
most exceptional
plans; that we
have an exceed-
ingly large and
attractive stock of
Furniture; that we
have made reduc-
tions far greater
than any reductions in cost would justify,
and greater reductions than for any pre-
vious Sale—we are, of course, confident of
the result of your action after the closest
scrutiny and comparison.



We have made a—

**Double Reduction
in Furniture Prices**

FIRST—a reduction of every piece in
our entire Furniture stock at the end of
1920, to meet current and anticipated lower-
ing of manufacturers' prices, and—

SECOND—another reduction of every
piece—a FAR GREATER REDUCTION
than the first—to induce everybody who
needs Furniture to buy with confidence and
the utmost possible assurance that prices
are much lower than present market value,
and much LOWER THAN THEY WILL BE
for months to come.

**Come To-morrow
and Compare!**

Do not buy upon claims regarding the
amount of the reduction alone. We have
reason to believe that some other stores'
prices were higher than ours to begin with.
In such a case, a statement of a certain per-
centage of reduction would mean little until you
SEE THE FURNITURE, here and else-
where.

See the beautiful Dining-room, Bed-
room, Living-room and Library Suits in
Period designs from the best manufactur-
ers in this country. See the innumerable
single pieces and the novelty Furniture—
all at great reductions.

Selection of the Furniture may be made
today, the transaction to be recorded as of
February 1st.

STRAWBRIDGE & CLOTHIER